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Volume 12, Number 16

Serving New Jersey's African-American Community since 1983

January 24 - January 30, 1996

BARBARA JORDON DIES



by Peggy Fike
Associated Press writer

AUSTIN, TX. (AP)—Former Rep. Barbara Jordan, whose ringing voice and unshakable faith in the Constitution inspired the nation during the Watergate impeachment hearings, died January 17. She was 59.

Ms. Jordan, one of the first blacks elected to Congress from the South this century, had been in Texas for several years, suffering from multiple sclerosis and more recently with leukemia. She died at Austin Diagnostic Medical Center of pneumonia that was thought to be a complication of leukemia, said George Christian, former press secretary to President Lyndon B. Johnson.

Gov. George W. Bush said that with Ms. Jordan's death, Texas had lost a powerful voice of conscience and integrity. He hailed her as "a champion of our freedom, constitution and laws."

Once considered a possible vice presidential candidate, Ms. Jordan left politics after three terms in the House and began teaching at the Lyndon B. Johnson School of Public Affairs at the University of Texas in 1979. Aside from serving on a national panel on immigration reform, she largely devoted her energies to students, who fondly called her "B.J."

The daughter of a Baptist minister, Ms. Jordan became a state senator in 1966, becoming the first black to serve there. She was elected to Congress six years later. She and Andrew Young of Georgia, also elected in 1972, were the first black Southerners in Congress since Reconstruction. Former Rep. Peter Rodino, then chairman of the Judiciary Committee, later recalled his first meeting with her. "She came in to see me, I'll never forget, opened her mouth, spoke a few words, and I remember thinking, 'This is a woman I certainly want on this committee.'"

It was during the committee's 1974 hearings on whether to impeach President Nixon that Ms. Jordan won a national reputation.

"The gentle lady from Texas," as Rodino called her, stirred television audiences across the country when she declared: "My faith in the Constitution is whole, it is complete, it is total."

She went on to give a stirring keynote address at the 1976 Democratic National Convention, which nominated Jimmy Carter. And she repeated her keynote role in 1992, challenging delegates and the nation: "We need to change the decaying, inner cities from decay to places where hope lives, we undergo that change, we must be prepared to answer Rodney King's haunting question 'Can we all get along?' I say we answer that question with a resounding yes." King was the black motorist whose videotaped beating led to the 1992 Los Angeles riots.

She also warned her party: "We must frankly acknowledge our complicity in the creation of the unconscionable budget deficits." Despite the reputation she earned for oratory, in recent years she had largely devoted herself to her students.

"Any time there is any major political event, a national election, the Republican convention, the Democratic convention, she gets calls. She will comment on occasion. But generally, her response to all media is that her time is of the essence," said Sandra Martin, Ms. Jordan's administrative

CONTRIVERSE MARCHES KING MARCH

by Ron L. Holland

BROOKLYN, NY.—In a scene torn from the pages of history, hundreds of marchers, led by the Reverend Al Sharpton were prevented from an annual march across the Brooklyn Bridge on January 15th commemorating the birthday of Dr. Martin Luther King Jr.

The marchers filed in rows of six to walk across the bridge but were met by police officers blocking the entrance. A stand-off ensued. Police officers and marchers huddled in several areas of the highway scurrying to make decisions. With traffic backed up on three sides of the highway, marchers, determined not to march, chanted "Whose street, our street? Whose bridge, our bridge?"

Convinced that the marchers

would not move, police officers began diverting traffic. A police vehicle attempted to drive through a gap of the marchers but was thwarted when the marchers closed ranks. An hour passed before the stand-off concluded. Sharpton then addressed the group, "We, for 15 years have crossed this bridge and now they want us to go on the walkway. We will not back down and go for the walkway. We are not on a walk we are on a March!"

According to reports, Mayor Rudolph Giuliani said that Sharpton and Reverend Herbert Daughtry, pastor of the House of the Lord Church, had representatives meet with police officials and agreed to use the pedestrian walkway for the annual event. But Sharpton denied that and dared officials to produce a permit with his signature verifying the agreement.

"We did not come to confront Giuliani," Sharpton told the nearly 10,000 marchers. "But since he confronted us we'll go to him. If we can't go to City Hall we'll go to where the mayor is and let him know we will not back down. We have the right to march in this town."

Defiantly, Sharpton proceeded to march to the Brooklyn Academy of Music where the mayor was scheduled to speak at a Dr. King celebration. For sixteen blocks, traffic was halted in every direction, hundreds of people honked their car horns in support of or against the march, people raised their fists out of car windows and along the march route and police helicopters circled above the marchers.

The entire stretch of Flatbush Avenue was closed off as the marchers proceeded toward the academy. Al-

though slush and numerous puddles of water permeated the march route, many of the marchers were determined. Brooklyn resident Kerry Bonds said of the March: "It's a commitment to righteousness. A legacy of commitment to struggle. It's a commitment to sacrifice."

Once the marchers arrived at the academy, nearly a hundred protesters stormed in as police scrambled to block door entrances. Witnesses said

that Sharpton rushed the stage, addressed the audience and received thunderous applause for his stand.

When Sharpton came back outside he addressed the crowd from the steps of the academy. "We told the children in that audience that the real Dr. King marched for justice. The real Dr. King didn't sit around with people who kill the rights of black workers. The real Dr. King didn't sit around

See CONTRIVERSE page 8

Salons work for equal treatment



Harry J. Gray

by Ron L. Holland

NEPTUNE.—A business organization attempting to establish a network of salons to compete with a monopoly of high product prices and exclusive distribution rights in the beauty industry is beginning to gain momentum in New Jersey.

B.R.A.I.D.S. (Beauticians Revolving Against Industry-Wide Discriminatory Systems), is headed by Harry J. Gray, owner of the Exclusive Hair & Body Salon on Hwy. 35 in Neptune. Bray, whose cosmetology back-

ground spans 20 years, says his organization is determined to regain respect for minority owned hair salons. What began as a dream in 1992, became a reality in 1995. The organization's concept is to keep minority-owned salons in business and reduce the cost of services to its customers.

Black-owned salons face several tremendous challenges when purchasing professional use products from manufacturers. "Different groups have moved into our neighborhoods infiltrating our market and selling products cheap, which basically takes products out of the salon," Bray said in his Neptune shop. Citing a regulation by the NJ State Board of Cosmetology and Hairstyling, Bray said other ethnic groups in the black community and many major chains carry professional products that should be used only by professionals, but are being sold to anyone.

But Bray's primary focus is on distorting the high mark-up prices that many salons face in the industry. He said manufacturers give almost exclusive rights to major distributors to market and distribute certain product lines.

"Many salons fail to retail," Bray charged, "because they can't compete with other groups that have been allowed to purchase professional use

products with very large sums of cash."

Many of these products he said are used primarily by African-Americans. "We've charged higher than everybody else," Bray said of black owned salons, "because we don't have banks or financial institutions standing behind us with \$100,000 in start-up capital." Most of the money black owned salons use to purchase products he says, in many instances comes from the owner's pocket.

In many instances, salons pay up to 80 percent to 100 percent mark-up on a particular product.

He said it is B.R.A.I.D.S. goal to be able to purchase their products directly from the manufacturers and reduce the mark-up by 40 percent. Realizing the difficulty in accomplishing this he determined to organize

See QUALITY OF LIFE page 8

100 years young



NEWARK.—Ada Williams recently celebrated her 100th birthday on Tuesday, January 2. In her honor her children, relatives and friends helped her celebrate with a birthday bash on Saturday, January 6 at the Abyssinian Baptist Church in Newark. A Native of Fairfield County, SC, "Mam Ada" as she is affectionately called, has lived in Newark since 1968 and is the widow of the late Charlie Williams. Their union produced 10 children—eight of which are still living—25 grandchildren, 58 great-grandchildren, 43 great-great grandchildren and two great-great-great grandchildren.

Photo by Glen Erickson

Asbury Park wants mayor recalled

by Ron L. Holland

ASBURY PARK.—Mayor Patricia Candiano said recently that she would not make an appeal to the State Supreme Court to halt efforts of a recall engineered by "Asbury United" group dissatisfied with her leadership and that of Councilman William Harrington.

"I'm running in the recall to defend my council seat," Candiano said in the City Hall Chambers. I believe that there are no issues other than the issue of power and greed." She said the claims made by the group were not fact and that she and the council could prove that the groups claims are unsubstantiated.

One of several charges is the department head hiring practices of the council. James Fumaloro, a key initiator and organizer of the Recall said previously that the heads of key city departments were non-residents and white males.

He suggested that these positions should reflect the make-up of the com-

munity and consist of community residents.

Candiano said however, that this was only a perception and that the existing council "has hired more minorities than they have the last two councils."

But Al Reinosa, a candidate seeking the mayor's seat fired "the definitive symbol of progress for the people of this city is the fact that not only have there not been any minorities that there have been no women hired in these positions."

"And she can't tell me that there are no residents of Asbury Park that are qualified for the heads of those departments," Reinosa, who is teamed with John J. Hamilton Jr., a black candidate seeking Harrington's seat, also charged the council with wasting time and taxpayers money prolonging the oceanfront redevelopment negotiations.

Candiano balked at the charge and said the council wanted to ensure the city's protection. "We certainly did not want to sit here and do to the

city what was done during the last negotiations or the last contract" Candiano said.

The Recall election is set for this February 27. Mayor Candiano said that she and Harrington will campaign independently. Because the Recall is a special election, neither the mayor nor Harrington are required to run on the same ticket.

Harrington declined to comment on the charges leveled specifically against him. A petition, which was submitted to the Council and is the main thrust behind Harrington's recall, charges he has an "arrogant, callous and condescending" method of addressing city residents.

It also charged a failure to address the "glaring deficiencies" of the city's public school system. Harrington declined also to comment on John J. Hamilton Jr. and Doug Mauro's positions on dilapidated housing, the oceanfront redevelopment project and bonding and rooming house issues. Hamilton and Mauro are independently seeking Harrington's Council seat.

Building upon the dream



James West (2nd from l) Frontiers International Outstanding Achievement Award, explains the new internet project to be offered at Plainfield High School to students Aaron Brinkley (l) Shari Brooks (l) Larry Leverett.

by Kelly Howard

PLAINFIELD.—On Monday, January 15 at 9 a.m., at Plainfield High School, the Frontiers International of America celebrated their Dr. Martin Luther King, Jr. 20th Annual Memorial Breakfast, with song, food, words and recognition to three outstanding students and a gentleman who has gone above and beyond to better things for the students of Plainfield High School.

The many speakers on hand shared their plans and hopes to carry on Dr. King's dream within the Plainfield community.

"We meet today to redirect ourselves to the proposition that Dr. King's dream cannot, should not and must not be allowed to fade from our consciousness and the agendas of our

community, our government, our society at large," said Superintendent Dr. Gary Smith.

The importance of building up the community and working together was a key focus of all the speakers, and in his remarks Frontiers International Assistant Director John Brinkley said to the audience, "I would like to encourage you all, including myself to be more active this year, because it is definitely needed."

Last November Newt (Gingrich) gave us his contract America, in the past October it was countered with the Million Man March. I'm encouraging us to move that march into the movement stage. We have to mobilize ourselves to be active, to counter the kind of things that are going on across the country."

See DREAM page 8

Improving the quality of life

by Kelly Howard

PLAINFIELD.—Plainfield residents have noticed the change in their neighborhood over the last twelve months, due to a multi-jurisdictional program initiated in September 1994. "Crime has gone down a lot and this is a great improvement for Plainfield," was one comment from a survey sent out to the community in December 1995.

The "Quality of Life Initiative" was developed to help rid Plainfield's streets of drug traffic—both the dealers and the buyers. Open air, on the street drug use and trade has had a terrible effect on the people," said Acting Chief of Police John Driscoll. "That's what we hope to impact upon, driving out the drug dealers and stopping them from terrorizing the residents."

With the concentrated efforts of Plainfield police, the Union County prosecutor's office, Mayor Mark Furey

and officers on loan from both the Union County Police and the Sheriff's office, things are beginning to show an improvement. And even with a loss of six officers in 1995 from the Narcotics/Quality of Life divisions, the number of arrests for 1995 was only down by .9 percent from 1994.

"The kind of crimes that the Quality of Life Initiative attacks is the kind of crime that most people don't see. Because many people aren't the corner of 4th and Liberty at 11:30 on a Thursday night," said Mayor Mark Furey. "But the folks who live in that neighborhood are the ones who appreciate the extra support that the Quality of Life gives."

Calls to return the division to full strength have been heard, and with six new recruits from various police academies, four officers being redirected to the downtown district and eight to nine new recruits going to the academy in January, Driscoll says things are looking up.

Statistics show that the program resulted in nearly 770 drug-related arrests between September 1994 and December 31, 1995, of which 96 were juveniles and 321 were from out-of-town. During 1995, the program impacted upon 12 of the 18 identified open drug markets and seized over \$80,000 in illegal narcotics profits, 2,736 vials of cocaine, 3 lbs. of marijuana, 1,363 folds of heroin, and 12 illegally-owned weapons.

While the numbers of the police department shall increase, it is realized that manpower alone can't end the war on drug-related crimes. "I would like to see more involvement on the other end (legislative/legal)," said 18-year veteran Sergeant Gregory Johnson.

"There is no profit in targeting them [drug dealers], the problem is keeping them out. It's hard to tell a kid to go to work at Burger King, when his

See QUALITY OF LIFE page 6

PEOPLE

Bernice McCloud honored



EAST ORANGE—Bernice McCloud, (l) a 29-year career crossing guard was presented with several proclamations upon her retirement which cited her outstanding career with the city of East Orange Police Department. The proclamations were presented by Police Chief Harry E. Harman (r) during a surprise retirement party for McCloud in December. Photo by Larry Holmes.

Student gets King holiday observed



WEST LONG BRANCH—Scott Crass, (r) Monmouth University senior and opinion editor for the school's newspaper, Outlook, chats with Xerona Clayton, guest speaker at the university's first Dr. King birthday celebration. Crass was the major student proponent for having the holiday observed by the school. Last year he wrote an editorial regarding the issue which brought about a faculty vote, but was later rejected by one vote. He also proposed it to the student government and they rejected it. Being persistent, Crass wrote another editorial in October 1995 and this time the proposal was accepted. "I think it's wonderful. I thought if a tragedy that they didn't observe the holiday. Dr. King has been a personal hero of mine since I was about five years old. I also felt what right did the college have in not honoring a federal holiday? particularly it is a must for inspiring diversity at Monmouth University," Crass stated.

Vendors needed

PLAINFIELD—As part of its Black History Month Celebration The Black United Fund Health and Human Services Community Center Complex is hosting a multicultural arts and crafts festival scheduled for Saturday and Sunday, February 17 and 18.

The festival will feature exhibits from Plainfield resident and artist Alonzo Adams.

Vendors interested in participating in the festival should contact Roy Bradshaw at 908-756-0754, Mazette Williams at 908-561-0919 or the BUF at 561-0123 by Saturday, February 10. Proceeds from the festival will benefit the BUF Complex.

There is no idea in the world that is not contained in black life...

—August Wilson

COMMUNITY CALENDAR

JANUARY 21 THRU 26

NEW BRUNSWICK—Financial Aid hotline to be set up for Financial Aid Awareness Month. The toll free number is 800-331-8979.

TUESDAY, JANUARY 23

RARITAN—The TWIN Program will hold a "Women in Management" on Diversity meeting, at 700 Rte. 202 for more info call 908-756-3636.

THURSDAY, JANUARY 25

CRANFORD—A Starlink video-conference produced by Delta County Community College District, that addresses how technologies can be used in the classroom will be held at Union County College, 2:30 - 4:30 p.m.

SATURDAY, JANUARY 27

TINTON FALLS—Kappa Alpha Psi presents a pre-Super Bowl Party at the Holiday Inn at Tinton Falls, Hope Road, 10 p.m. to 2 a.m. Featuring explosive dance music, live jazz, and more d'ouvrres. \$10 in advance, \$15 at the door.

NEW BRUNSWICK—The 28th annual Rutgers Geology Museum Open House will be held 9 a.m. to 4 p.m., featuring an account of fossil discoveries from Kenya. For more info call 908-932-7243.

SUNDAY, JANUARY 28

NEWARK—The New Jersey Symphony Orchestra presents "Ysaye Kye, A Tribute" lecture at 1:30 p.m. and concert at 2:30 p.m. to purchase tickets call 1-800-ALLEGRO.

MIDDLETOWN—The Monmouth County Park System and AT&T will present Jeff Elston's award winning play "The Meeting" at 4 p.m., Tatum Park Activity Center. For more info call 908-842-4000.

WEDNESDAY, JANUARY 31

PLAINFIELD—A bring-a-party with prizes and refreshments will be held at the Center at 1 p.m., Plainfield Senior Citizens Center.

THURSDAY, FEBRUARY 1

NEWARK—Curators' Gallery Talk: Anne Spencer, Curator of

Ethnicity, will discuss "African

Designs: Heirs to the Trans-Saharan Trade," 12:30 p.m., second Floor African Gallery. For more info call 201-596-6550.

SATURDAY, FEBRUARY 3

NEWARK—Presentation of "Yetunde," a movie of two African-American women, at 2 p.m. in the Billy Johnson Auditorium.

TUESDAY, FEBRUARY 8

CRANFORD—"The People's Law School," a presentation of legal issues and how they affect the layperson, will be offered during a six session program. For more info call Dr. Roseann Buccarelli, at 908-709-7048.

FEB. 6 THRU MARCH 31

NEW YORK—"Drawings from the Collection of Her Majesty Queen Elizabeth II" will be presented at The Metropolitan Museum of Art. For more info call 212-535-7710.

FEBRUARY 6 AND 9

MAHWAH—"Social Workers and the Challenge of Violence Worldwide," two-part video-conference will be broadcast live from the University of North Carolina at Chapel Hill from 1 to 2:30 p.m. For more info call, please call 201-529-7949.

TUESDAY, FEBRUARY 13

RARITAN—The TWIN Program of Central Jersey will be holding its "Women in Management" meeting to discuss "Decision Making and Problem Solving," at 7000 Rte. 202. For more info call 908-756-3636.

FEB. 16 THRU APRIL 28

NEW YORK—"Faberage in America," will be on display at The Metropolitan Museum of Art. For more info call 212-555-7710.

THRU FEBRUARY 20

PLAINFIELD—Literary volunteers of America Plainfield chapter Basic Literacy Tutor Training Workshop at the Plainfield Public Library every Tuesday. Workshop begins at 6:30 p.m. For more info call 908-756-7998.

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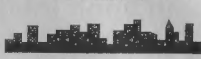
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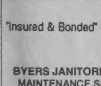
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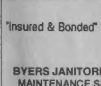
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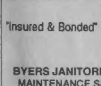
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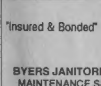
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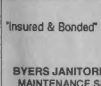
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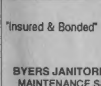
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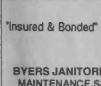
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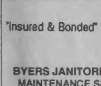
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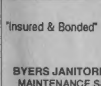
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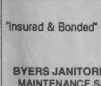
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JANITORIAL

NATION

National News at a glance

NFL FOOTBALL STAR TARGET OF RACIAL ATTACK

At the end of the National Football League's regular season, Reggie White, the Green Bay Packers' star defensive end, publicly encountered racism as his church—the Inner City Community Church in Knoxville, TN—was set ablaze, with racial epithets left at the scene. White, a 6-foot, 500-pound minister, said he had an inkling that something like that would happen as his team was preparing for a NFL playoff game. "The team and hotel security told me that they had received a message saying that something was going to happen," said White. They said the caller told him he was tired of those interracial churches and marriages and schools and that he was going to do something about it. He said we were up over the bank we opened in Knoxville to help people to empower themselves, though it helps whites as well as blacks. So, since it happened three days after the call, somebody had this planned all along."

—KNOXVILLE TN

LOUISIANA'S NEW GOVERNOR HALTS STATE'S AFFIRMATIVE ACTION PLANS

Louisiana Gov. Mike Foster, who defeated black U.S. Rep. Cio Fields for the office last November, signed an executive order four days after he took office to halt affirmative action programs in Louisiana government. Foster, whose main campaign issue was his opposition to government programs giving preferential treatment to women and minorities in the awarding of state contracts, acknowledged his move would have little practical effect unless the state legislature backed him up. Foster's action cannot stop affirmative action in any program supported with federal money or any state program specifically protected by state law.—LOUISIANA

FEAR OF CRIME FORCING CHANGES IN YOUTH BEHAVIOR

Fear of violence and crime is affecting the behavior, expectations and school performance of teenagers around the country, according to a study by organizations working with youth on crime prevention. The poll of 2,000 teenagers found that one in eight youths—and almost two in five from high crime neighborhoods—reported carrying a weapon for protection. One in nine, and more than one in said they had cut class at times because of their fear. According to the Justice Department, young people between 12 and 15 years of age are victims of crime more often than any other group. Teenagers of all ages are crime victims at twice the national average. Almost one in three students worried about being victims of drive-by shootings. More than two in five blacks and Hispanic students expressed that fear.

—WASHINGTON, DC

BLACK AMERICANS TO SUE U.S. FOR REPARATIONS

The National Commission for Reparations supports the notion that the cure for America's ills lies in the payment of reparations to the descendants of America's former slaves. And, under the direction of the Honorable Sirs Muhammad, the C.E.O. of the Lost-Found Nation of Islam, a petition has been filed with the United Nations Sub-Commission on Human Rights. The petition is titled: "Reparations Petition for U.N. Assistance under Resolution 1503 (XLVII) on Behalf of African-Americans in the United States of America," a spokesman for the Lost-Found Nation of Islam states: "This is an extremely significant step for Black Americans, who have suffered the worst holocaust in the annals of history."

—WASHINGTON, DC

ACCOUNTS PAYABLE: DUVALIER'S EX-WIFE ORDERED TO RETURN \$6.5 MILLION TO HAITI

According to the New York Daily

See NEWS page 8

Clergy starts corporation to increase economic development

WASHINGTON, DC—It has been said: "You can be so heavenly bound that you are no earthly good." Not so, when speaking of the leaders of the five largest African-American congregations across the U.S.

On the day the nation commemorated the 57th birthday of Dr. Martin Luther King Jr., the leaders of the National Baptist Convention of America, the National Baptist Convention USA, the A.M.E. Zion Church, the C.M.E. Church and the Progressive National Baptist Convention—representing 20 million African Americans—banded together to make Dr. King's vision of economic empowerment in the African-American community a reality.

At a press conference at the National Press Club in the District of Columbia, the Revelation Corporation of America was born. Revelation will harness the purchasing power of its members to negotiate with lenders and manufacturers for: home mortgage loans requiring significantly less stringent credit requirements; mortgage, auto, life and health insurance at discounted rates; loans for new home construction, consumer loans, catalog sales, education and training, credit card services and retail trade coupons and discounts for food prod-

ucts and durable goods of all types.

On this unprecedented coming together of clergy, Dr. Henry J. Lyons, President of the National Baptist Convention USA and CEO of Revelation, said, "The Revelation Corporation of America is not a call for government assistance or corporate handouts. Each year, 34 million African-Americans in the United States spend about \$400 billion, but we still find it extremely difficult to finance and purchase homes. Revelation follows Dr. King's vision of African-American helping themselves through the leadership of the church."

How the program works

As the 43,000 churches across the country, represented by the five denomination, sign up for the program, each is assigned an identification number. As members of each congregation purchase products of choice selected by Revelation, using their church identification number, the consumer receives a discount and that purchase triggers a rebate to the member's church and to a national housing trust fund to finance home ownership and economic development opportunities. The Revelation Corporation of America can be reached at 1-800-893-5555.



(l to r) Dr. Bennett Walker Smith, president, Progressive National Baptist Convention; Bishop Cecil Bishop, presiding bishop, African Methodist Episcopal Church; Dr. E. Edward Jones, president, National Baptist Convention of America; Dr. Henry J. Lyons, president, National Baptist Convention USA; Bishop William H. Graves, presiding bishop, Christian Methodist Episcopal Church; Dr. Marshall Shepherd, former president, Progressive National Baptist Convention.

GOOD NEIGHBOR NEWS

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—Ron Bailey
Owner/Operator
New York, NY

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EDITORIAL

Keeping the Dream Alive

On January 15, all around the nation, many gathered together at numerous events to celebrate the birthday of slain civil rights leader Dr. Martin Luther King Jr. Taking the day off from school and work, some tribute attendants, concerts, lectures and other various events, to pay tribute to Dr. King, while others used the holiday as a day to sleep in.

Dr. King worked hard to give African American people the opportunities—of equal treatment, education, the right to vote, and economic flexibility—that had been denied them for 400 years. Yet for all of his hard work, many are still in the same predicaments that began Dr. King's struggle.

Millions of African Americans are working at the poverty level; black businesses open and close like revolving doors; black students in urban areas are still being provided with below level education; affirmative action is now passé. Has the dream faded? Or have we let it slide to the side hoping that someone else will take up the mantle and fight the battle to better things for our race.

The constant procrastinating, blaming, and assigning of responsibility of these problems is another problem unto itself, which was key point brought up last October's Million Man March. We are responsible for our children's education. We are responsible for the safety of our streets and neighborhoods. We are responsible for hiring and promoting our own people, so that they do not have to depend upon the government for hand outs. We are responsible for shopping in and utilizing black business so that they do not have to close down.

Until we realize and act on our responsibilities to support our own, then we do not deserve to celebrate Dr. King's birthday, because we have failed him and his dream.

A message for the future

To acknowledge the birthday celebration activities for Slain Civil Rights leader Dr. Martin Luther King, around the city of Newark, State District Superintendent Dr. Beverly Hall issued a statement to students and staff regarding Dr. King's work, his dream and what it should mean to them.

"Dr. King challenged the standards of popular society. Through his powerful speeches and non-violent actions, he brought international attention to the injustices and inequalities suffered by the people of this nation. He understood that as long as any one group of people suffered, the nation as a whole would suffer.

He dedicated his life to challenging the laws and attitudes that were stumbling blocks to gaining our civil and human rights.

It is now up to us to turn Dr. King's dream into reality. We, at the Newark Public Schools, understand that education is the first step in realizing our full potential. That is why it is imperative that we make education a top priority. As we continue to strive for excellence in our schools, each one of us has an important role to play. I have charged our teachers and staff to dedicate themselves to providing a quality educational program for the children of Newark. I also challenge all of our students to work equally as hard and to be diligent in their learning and study habits.

Dr. King and many other human rights leaders have laid the groundwork for a stronger society; a society that respects all its citizens equally. We must commit ourselves to the same high standards, which they embodied, as a foundation to reach our goals.

Although we have a difficult road ahead, I am confident that we can achieve Dr. King's dream. There is no other American in this century who better exemplifies the spirit of perseverance and determination. Therefore, I join you in this celebration of the life and legacy of this great individual."

President and Mrs. Clinton's 'honor' problem

by Askia Muhammad



The new year hasn't been kind to President and Mrs. Clinton. A former White House staff member has revealed a memo which he claims the First Lady pressured him to fire the staff of the White House Travel Office. Congress is investigating.

A lawyer who worked with the Mrs. Clinton at the Rose Law Firm in Arkansas, testified on Capitol Hill (to put it mildly) that his memory of how the firm handled certain aspects of the Whitewater Land deal, which resulted in a \$65 million loss to the Resolution Trust Corporation (RTC) and eventually to the taxpayers—could not corroborate statements made by the First Lady. The Senate is investigating.

A Federal Appeals Court panel overturned a lower court order and permitted Paula Jones to proceed with her civil suit against the President, a claim which claims that then-Arkansas Governor sexually harassed her. The Clinton's lawyer promised an appeal, first to the full Appeals Court, and if necessary, to the Supreme Court.

CITY NEWS

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See HONOR OF PEOPLE page 8

by Connie Woodruff

We are approaching another Black History month celebration and it is a good time to recall the contributions of Sojourner Truth, Harriet Tubman, Mary McLeod Bethune and all the rest.

But it is equally important to tell our children about heroes and heroines whose efforts have made a difference for African Americans in Essex County.

It's about time our children begin to understand there is a life beyond politics beyond the jostle in football, basketball and rapping that can be rewarding and helpful to the human race.

This week three women who made a difference for Essex County residents were mourned by hundreds whose lives they touched. Each was distinctive but they were also alike in choosing careers that interacted and benefited people of all colors and races.

THE PASTORS' WORD

by Rev. Reginald T. Jackson & Michael Sykes

Ever there was a crunch time for minorities and poor people in this metropolitan area, state and nation, now is that time. The year 1996 will show whether we are irrelevant in the scheme of things or whether we will become a force to be reckoned with. The fact is that right now minorities and poor people really don't matter, we are not a force to be reckoned with.

In Washington the effort is being made to balance the budget on the backs of poor people. The poor are facing the most drastic cuts and feeling the most pain from the cuts.

While on the other hand programs that benefit the wealthy are being enhanced. The wealthiest, those who can most afford the burden of cuts are not being called upon to make a single sacrifice.

The proposed tax cut budgets them, as well as a host of other benefits

cuts.

The first is Debra Jones-Hicks, a fixture at Rutgers University Newark campus since 1968 as a writer for the Department of Public Relations.

One must understand that in the late 1960s there was a lot of strife between Newark's black community and Rutgers. The community was clamoring for the closing of the black faculty and staff and the university was responding at a snail-like pace.

Debra's job was to keep a hopeful image alive as she had done as director of Women's Training for the Business Industrial Coordinating Council during the 1960s.

It was not easy. The white administrators, including the late Malcolm Talbot, the first provost, had a lot to learn about black frustration and the yearning for opportunity in higher education.

But Debra's experience as secretary for Newark-Essex County CORE and participation as a member of the

Black Power Conference that eventually led to the election of Newark's first black mayor and city council member equipped her well to deal with the warring factions existing in the early years of the struggle for civil rights.

She had a quiet dignity that soothed the raging differences between students, faculty, administrators and the diverse, restless Newark community. She never lost that dignity, the patient demeanor or the aura of middle-class security that appeared to shield her from suspicion of being a "black sell-out."

Rather than challenge the misinformed, she began to integrate educational, social and cultural programs on the Newark campus that featured Sarah Vaughan, Teddi Menyhun and the Count Basie Orchestra.

A strong supporter of naming the campus center after Paul Robeson, she established the annual Black History Month and Martin Luther King,

Jr. celebrations and brought speakers like Amiri Baraka, Douglas Turner Ward, Judge Bruce Wright and the Rev. Joseph Lowery to the college.

Most notably she was a founder and served as chairwoman of the Organization of Black Faculty and Staff at Rutgers-Newark while increasing their numbers along with increasing the enrollment of black students.

Her efforts were not limited to African Americans. She worked equally hard improving the status of women, Latinos and the disadvantaged; launched the Justice William O. Douglas award, a tribute to and recognition of the contribution of Caucasians to the cause of equal justice and was a member of the Newark A.P. & Culture Committee, the NAACP, the Boys and Girls Clubs of Newark and The New Well, one of the first drug rehabilitation agencies in Newark.

Herein lies the depth of her humanity.

See A5 / SEE PAGE 6

'96 will be the year of the revolution

decisions. Corporate America, which is seeing increasing profits at the expense of its employees, most especially its black and minority employees, is not making the decisions that are in the interest of the people but are made as payoffs to somebody or have some political twist connected to them.

We are seeing now only the tips of how corrupt and self-serving many of our elected officials have been. The losers have been poor people who have received poor services for high taxes and seen the quality of their lives decrease while the cost for has increased.

It seems as if everybody kicks around the poor and minorities. Everybody does what they want to them. Nobody feels any fear or retaliation for manipulating and dumping on the poor and minorities. And the reason all of this goes on is because we take it. We take it from politicians, we take it from big doctors, we take it from everybody.

It is our prayer that we've been dumped on, messed over, overlooked, scapegoated and manipulated so much that in 1996 we'll say enough.

is enough. That the year 1996 will be the year of revolution for the poor and minorities, especially in this metropolitan area.

A revolution, not physical, but a spiritual, educational and financial revolution where we will organize an army of minorities and the poor—whatever color or race—who will make it hard for politicians to scapegoat and manipulate us and get away with it.

A revolution which will teach values and standards for us to maintain our communities. A revolution which builds self-esteem and self-worth where we like ourselves and respect each other.

The Million Man March Committee and the Clergy have each been discussing what would be the components of such a revolution. Soon we will be meeting to work on this revolution.

We cannot allow the year 1996 to go as 1995 without taking a stand, without getting together, without making a fight against those who say we don't matter. For if we do nothing we won't.

A 'thank you' to community activists

by Julian K. Robinson



In the interest of fairness and balance I am pleased to be able to acknowledge the role of community activists in the recent nomination of Ashbury Park resident Jim Florio to the Newark City Council.

Lewis nomination was recently confirmed by the state Senate, and in mid-December the Montana legislature was sworn in as the newest member of the agency which manages the Garden State Parkway. His appointment means that for the first time in the history of this 43-year-old autonomous commission, two of its eight top policy-makers are black.

It is hoped that Commissioners Lewis and Elizabeth Rosier, when he joins, may together be able to effectively address and eliminate the institutional racism which for decades has oppressed minority workers at the Highway Authority.

While Governor Whitman deserves our thanks for Lewis' promotion, a word of profound thanks must be conveyed as well to approximately 200 predominantly African-American community leaders and just plain citizens who played a major role in motivating the Governor.

They are the people who, beginning in June 1992, responded to my requests and wrote to Governor Florio and Whitman urging the appointment of African Americans to the New Jersey Supreme Court and the New Jersey Turnpike Authority.

Some observers, including myself, considered that Florio made two of the three appointments he might have made a second term. He made none, and lost by a whisker.

Throughout the three years of the letter-writing campaign I dispatched a dozen mailings to a large group which included the states' (then) 12-

member legislative Black Caucus, both U.S. Senators, four Congress and 40 New Jersey NAACP branch presidents. In addition, the branch presidents received a similar written request from the President of Legacy, the Highway Authority employees' organization.

Tommy direct knowledge, some 160 letters were received by Jim Florio before he left office in January 1994. Of those 1994 letters, approximately 40 letters received by his successor, Governor Whitman. In addition to dozens of letters from regular citizens, the writers included the following:

NAACP presidents of branches in Greater Asbury; Ashbury Park/Nepenthe; Cumberland County; Elizabeth; Hoboken; Irvington; Jersey City; Long Branch; Metuchen/Edison; Montclair; Morris County; Newark; New Brunswick; Passaic; Red Bank; Roselle; Southern Gloucester County; Toms River and Willingboro.

Legislators and public officials include:

Hudson County Freeholder William Braker; Assemblyman Robert Brown; Public Safety Dir. Glenn Cunningham; Senator Bernard F. Kenty, Jr.; Clerk Janet Hayes; Jersey City Mayor Bret Schundler; Jersey City Councilman Daniel Wiley; Essex County Assemblyman Robert Brown; Assemblyman Jackie Mattison; Senator Wynona Lipman; Former Assemblyman George Richardson; Jersey City Councilman Quilla G. Talmadge; Congressman Robert G. Torricelli; Middlesex County Assemblyman Gerald B. Green; U.S. Senator Frank Lautenberg; Monmouth County Assemblyman Thomas Smith, Sr. and Mercer County Assemblyman John S. Watson.

Community leaders who participated in the campaign are: Theodore Brunson, Jr., Afro-American Historical Society Museum; Myrtle S. Counts president NJ Coalition of 100 Black Women; Dominic D. Cright, president Local 95, I.P.T.E.; Harold Delaney, president, Ebony Computer Systems; Richard Delk, com-

munity activist, Plainfield; Dr. Paul S. Freeman, Jersey City; Joseph Goodson, Coalition of Minority Employees of New Jersey Autonomous Agencies; Dr. Arlene Graham, president NJ Association of Black Psychologists; David Heron, Newark Citizens for Public School Reform; Jerry Jackson, president, Legacy NJ Highway Authority; Rev. Reginald Jackson, St. Matthews AME Church, Orange; Joshua J. Jones, NJ United Minority Trainees; Willie Jones, former dir. of Human Resources, NJ Highway Authority; Frederick R. McDaniel, Esq., Rahway; former Jersey City Assemblyman Addison M. McLean; Rev. George W. Maize III, president, Jersey City Interdenominational Ministerial Alliance; Ronald S. Mathis, chairperson Fifth Annual Festival of The Arts and Heritage of African American of NJ; Dr. Fred Myers, former Dean of Professional Studies and Education of JC State Col-

lege; Hackensack attorney Pamela T. Miller Esq.; Cranbury community activist Paul Mintun; Lloyd J. Oxford, president Black United Fund of NJ; Fred H. Rusched, dir. NAACP Economic Development Program; Edith Reid, president, Central Jersey National Association of Negro Business and Professional Women's Clubs, Inc.; Jersey City community activist, Tyronne Reynolds; Rev. Major M. Smith; James S. Sommerhauser, president, Central Jersey National Association of Negro Business and Professional Women's Clubs, Inc.; Thornton; Douglas Tucker, Coalition of Minority Employees of New Jersey Autonomous Agencies; Elmer Watson, president, Urban League of Hudson County, Inc.

I know both commissioners join me in thanking them for their willing activism in helping create the climate which made them possible.

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YOUTHBEAT

KIDS CALENDAR

SATURDAY, JANUARY 27
NORTH BRANCH—"The Secret of the Cardboard Rocket" at Raritan Valley Community College. Travel with two adventurous youngsters in their cardboard rocket as they explore the sun and planets of the Solar System. Showtime is 1:30 and 3 p.m. For more info call 906-231-8805.

TUESDAY, JANUARY 30
NEWARK—Registration for Junior Museum Winter/Spring Weekend Pre-school. After-school and Home-school '96 workshops in the South Wing Education Center of the Newark Library from 10 a.m. to 2 p.m. For more info call 201-596-6638.

WEDNESDAY, JANUARY 31
NEWARK—Registration continues for Junior Museum Winter/Spring Weekend Pre-school. After-school and Home-school '96 workshops in the South Wing Education Center of the Newark Library from 10 a.m. to 2 p.m. For more info call 201-596-6638.

SATURDAY & SUNDAYS IN JANUARY
NEWARK—"Galaxies," the popular family feature will be shown at the Newark Museum Winter/Spring Weekend Pre-school. Appropriate for children 10 and up. For more info call 201-596-6638.

WEDNESDAYS THRU SUNDAYS
NEWARK—"Astronauts: The Star Travelers," will be shown at the Newark Museum Dryfuss Planetarium, noon to 5:00 p.m. For more info call 201-596-6638.

ONGOING
NEWARK—"Explore Korea: A Visit to Grandfather's House," a new interactive exhibition will be shown at the Newark Museum Junior Gallery. For more info call 201-596-6638.

ATTENTION!—Elizabeth NAACP Youth Council presents its annual Black College Tour to Atlanta. 9 colleges in 5 days, meals included. For dates and more info call Tasha 908-355-4884, or Dalmyn 908-354-9074.

THURSDAY, FEBRUARY 1
NEWARK—Planetarium Show "Mother Earth/Father Sky," will be held every Wednesday, Thursday and Friday thru February. For more info call 201-596-6638.

Students disapprove of school on King birthday



Members of the Black Achievers Club with Attorney Susan D. Davis (c) guest speaker at the Dr. King memorial breakfast.

FREEHOLD—Black Achievers of Freehold Borough High School attended a breakfast in honor of Dr. King as a demonstration of their disapproval of the school district's decision to hold classes on Dr. King's birthday.

The Freehold Borough School District decided to use Dr. King's birthday to make up one of the days lost as a result of the snowstorm.

The club members chose to attend the annual Dr. Martin Luther King, Jr. Memorial Breakfast sponsored by the Monmouth and Ocean Counties YMCAs at Fort Monmouth.

"We disapprove of this decision, because so many fought so long and hard for this day," said Ziyadah Perry, club president. "They should have used President's Day or Spring Break to make up the snow day."

Girl scout cookies on sale Jan. 26

WESTFIELD—Girl Scouts from Washington Rock Girl Scout Council will be taking Girl Scout cookies orders from January 26 through February 11.

Eight varieties of cookies will be offered, including Thin Mints, Peanut Butter Sandwiches, Shortbread, Peanut Butter Patties, Lemon Pastries, Caramel deLites, Strawberries 'N' Creme (reduced fat) and Cinnamon Oatmeal Raisin Bars (fat free). Cookies will be delivered to customers March 11-14.

The annual cookie sale is a Girl Scout program that is designed to

help girls develop self-confidence and improve decision making skills. This year's theme, "Reach for the Stars," reflects the opportunities for personal growth and achievement that Girl Scouting can provide to girls.

Self-defense classes

EAST ORANGE—Registration has begun for new self-defense classes at East Orange YMCA. Classes for ages 5-12 will be held Saturdays 9:45 a.m.-1 p.m. For more information call 201-673-5588.

Plainfield's Evergreen School gets AT&T grant

PLAINFIELD—Evergreen Elementary School is among 100 schools in statewide to receive a \$1,000 grant as part of AT&T's Technology in the Classroom Awards Program.

The \$100,000 concept was established by AT&T to bring classrooms of the 21st Century to New Jersey, company officials said.

Evergreen's curriculum was among those innovative programs which use technology in daily lesson plans to teach reading, language arts, math and other subjects by utilizing logo, graphic, word processing and sensor probes.

Using these techniques, children will discover the states, studying ge-

ography, history, climate, environment and ecology.

The students will also author original publications about their inquiries which will also be presented orally, videotaped and stored as archival information for future classes. Nearly 230 proposals were submitted to AT&T in less than a month.

Take the Challenge

LAWRENCEVILLE—The New Jersey National Guard Youth Program is scheduled to begin its fourth Challenge class. The federally-funded program run by the NJ National Guard is geared towards teens between 16 to 18 years old who are high school dropouts.

To participate in the program teens should be a United States citizen, an unemployed NJ resident, drug free and not currently on parole or probation or under indictment.

The Challenge consists of a 22-week residential phase which is conducted at Fort Dix, the state National Guard training facility in Burlington County. Based on a military training format, the training and education program focuses on developing a well-rounded person.

The program includes two phases consisting of G.E.D. classes, job training, community service projects, and mentorship relationships. As an incentive, cadets will earn a \$2,000 stipend for further job training or education after successful completion of the first phase of the program. Applications for the March class can be obtained by calling 1-800-997-5587.

Reading is FUNdamental



East Orange First Lady Sandy Cooper reads to EO children while her husband Mayor Cooper looks on. Photo by Lloyd Holmes.

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*** Based on current prime rate of 8.50% + 1% margin.

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FREDERICK:
Highway 9 and Ardmore Road
FREDERICK
11100 Liberty Avenue
FREDERICK
1201 Springfield Avenue
1902 Somerset Avenue
LAWRENCEVILLE

LAWRENCEVILLE:
481 East Lawrence Avenue
271 East Northfield Road

LONG BRANCH:
160 Broadway
LONG BRANCH
Highway 1 and Valley Road
LONG BRANCH
604 Palmer Blvd., Day Plaza
120 Westinghouse Avenue
LONG BRANCH

SHORT HILLS:
The Mall (Upper Level)
SHORT HILLS

SPRINGFIELD:
11100 Somerset Avenue
Mountain and Morris Avenue
Springfield and Morris Avenue
Highway 7 and Morris Avenue
CLARK HILLS
604 Palmer Blvd., Day Plaza
120 Westinghouse Avenue
LONG BRANCH

UNION:
271775 State Avenue
Rural Shopping Center, Route 22

LIFESTYLE

Cuts force agencies to seek help from clergy

NEWARK—With funding diminishing, provider agencies are seeking new means of support to help them serve their clients. In Essex County, several agencies are turning to local clergy for help. Newark Emergency Services for Families (NESF) is one of them.

As an initial step, NESF brought together the religious community and social service providers at its seventh annual networking conference, held Tuesday, November 14th, at Abyssinian Baptist Church in Newark.

The conference, with a theme of "Faith Without Works is Dead," is a yearly event organized by the 18-

year-old social service agency to allow social service providers to network and learn more about a particular topic.

"We plan to examine ways the religious community can become involved in serving those who lack basic necessities including food, clothing and shelter," says Jeanette Page-Hawkins, executive director of NESF.

The core of most religious programs extending help to the less fortunate, so we've invited various denominations to meet several agencies and establish partnerships that can prove beneficial to helping those in need," Page-Hawkins continued.

Rev. Dr. Jerry Sanders, pastor of Fountain Baptist Church in Summit, delivered the keynote address. Rutgers-Newark Social Work Department Chairperson, Dr. Phyllis Peterman, addressed the church's role as the originator of social services.

Future networking training sessions on February 17, 22 and March 1. For time place and further information contact NESF at 201-643-5727, ext. 213.

Newark Emergency Services for Families is a social service agency serving 30,000 families and individuals throughout Essex County each year.



EAST ORANGE—East Orange City employees take a moment from their posts as part of the city's recognition of World AIDS Day on December 1. Literature was distributed and the making of a quilt in honor of the victims of AIDS was started. Participants received a piece of cloth to dedicate their message for a loved one or a friend that will become part of the quilt for display. Program participants included (l to r) East Orange Primary Care employees Fonique Ekl and Marie Exume; Satorine Lampley of the Isalah House; Joyce Button and Dr. Mary Conlon of the East Orange Hospital Pathways Unit; Health Officer Mary Stanford; Inez Camacho; Debra Hagler, Elaine Frazier; Michele Delloroff and Bonnie Gill.

Quality of life

Continued from page 4

friends are driving Lexus. Some way we need to take the glamour out of selling drugs."

Agreeing with this Assistant Prosecutor James Hart said, "There is no easy way to remove the glamour. And

to compound that is the big problem of sentencing them, because the jails are so full, there is no room at the inn."

Beyond the extended problem of keeping the criminals in jail, the Plainfield police, along with the

Prosecutor's office, plan to continue their efforts in making Plainfield a safer place for people to live. And with that goal in mind, and the support and praise of the community the quality of life is sure to improve.

As I see

Continued from page 4

manly, companionate and sensitivity for people. At the time she co-founded The New Well with the late George "Specs" Nickels that later became a model for private addiction treatment centers in the state, few of her close associates understood the compatibility of this warm lady like woman and the rough and tumble world of drug addiction. But the combo of a street smart man who knew how to reach out to addicts and the well educated woman who knew how to administer

a nonprofit agency and write grants for financial support worked well for the 20 years of its existence.

In 1986 she married George Hicks. Previously she had been married to the late Charles Jones, Jr. of East Orange; as union that produced four children who survive her: Pamela Sawab, Erica Jones, Leila Bardaji and Channing Jones.

She is also survived by six grandchildren and her mother, Elizabeth and sons-in-law Sergio and Sawab.

In keeping with her wishes funeral services at Bethany Baptist Church were simple and direct. The Rev. James A. Scott delivered the eulogy and reflections were given by Rutgers-Newark provost Norman Samuels, Joseph Brown, Sandra King of New Jersey Network, Amin Baraka and Dr. Clement A. Price, Rutgers-Newark renowned professor of Black History.

Next week we'll say good-bye to the two other local heroines.

Tips to be fit

by Vince and Yolanda

MONDAY, JANUARY 22

NEWARK—Special Program, Guest Speaker, Kwame Toure (Stokely Carmichael), 6 p.m., Paul Robeson Campus Center, Multi-Purpose Room, Rutgers University. Sponsored by Black Organization of Students (BOS). Call 201-646-5976.

THURSDAY, FEBRUARY 1

NEWARK—Black History Month Program/Meeting, "The Role of Students in the Black Liberation Struggle," 8 p.m., Paul Robeson Campus Center, Room 225-227, Rutgers University. Call 201-646-5976/643-7111.

THURSDAY, FEBRUARY 8

ORANGE—Black History Month Program, "Black Economic Development," 6:30 p.m., St. Matthews A.M.E.

TUESDAY, JANUARY 13

NEWARK—Black History Month Program, "Mumia Abu-Jamal, Black Political Prisoner and Black Immigrant," 6 p.m., Paul Robeson Campus Center, Room 225-227, Rutgers University. Call 201-646-5976/643-7111.

THURSDAY, FEBRUARY 22

NEWARK—Black History Month Program, "The Holocaust of African Enslavement: A Memorial to Our Ancestors," 6 p.m., Newark Public Library, Washington Street Branch, Centennial Hall.

WEDNESDAY, FEBRUARY 28

NEWARK—Black History Month Program, "Preparations," 6 p.m., Newark Public Library, Washington Street, Centennial Hall.

WEDNESDAY, MARCH 6

NEWARK—Harriet Tubman Birthday Celebration, POP Program/Meeting 8 p.m., Harriet Tubman, Black Women, and the Black Liberation Struggle, Newark Public Library, Centennial Hall.

SATURDAY, MARCH 16

ORANGE—Black Love and Unity Jam II, fundraising party 8 p.m., Ploceuse's Manor, 180 Main Street. Call 201-675-1270 for ticket prices.

THURSDAY, APRIL 4

NEWARK—General Membership Meeting, 8 p.m., Newark Public Library, Centennial Hall.

SATURDAY, APRIL 20

NEWARK—Annual Journey to the gravesite of Malcolm X. Bus departs 10 a.m., NCN, 944 Broad Street, Newark. Call 201-643-7711.

THURSDAY, MAY 2

NEWARK—General Membership Meeting, 6:30 p.m., Newark Public Library, Centennial Hall.

SUNDAY, MAY 19, 1996

Malcolm X Celebration sponsored by Malcolm X Commemoration Coalition, 3 p.m., Location to be announced.

NJ contestants sought for Mrs. America Pageant

JACKSON—The Nationally Televised Mrs. America Pageant is accepting applications for the 1996 pageant year. The pageant is scheduled to be held at the Radisson Hotel in Somerset on Sunday, June 30.

Prospective candidates must be at least 18 years old, currently married, a US Citizen (or possess a Green Card), and a resident of New Jersey for at least six months. Women interested in entering the pageant must submit to the pageant headquarters a current snapshot and a brief biography of themselves.

The Mrs. America pageant is the only pageant of its kind for married women that is nationally televised. The event is dedicated to promoting the role of the contemporary American Married Woman.

Approximately 80 percent of the women who enter have never participated in a pageant before.

To receive your official Application, by the February 15th deadline, please write to the Mrs. New Jersey America Pageant, PO Box 23, Jackson, NJ, 08527-0023, or call 908-928-9050.

NJ Million Man March Coalition meetings and events

WEDNESDAY, JANUARY 10

NEWARK—Prison Outrage Committee, 7:00 p.m., Little City Hall/56 Ward, Civic Association 1080-1091 Bergen St. Contact Omar Shabazz, 201-242-4912/643-5079.

SATURDAY, JANUARY 27

PLAINFIELD—LOC Leaders & State Committee Retreat, Part II, 10 a.m.-2 p.m., Black United Fund, 403 West 7th Street.

TUESDAY, JANUARY 30

NEW BRUNSWICK—Statewide General Meeting, 7 p.m., Crossroads Theater, 7 Livingston Avenue, Contact Minister James 908-828-7908.

MONDAY, FEBRUARY 19

CAMDEN—Statewide General Meeting & Million Man March Reunion & Family Day, noon, Blockbuster-Sony Music, Entertainment Center, 1 Harbour Blvd Contact Zawade 608-757-7207.

SATURDAY, MARCH 23

HACKENSACK—Statewide General Meeting, Mt. Olive Baptist Church, 260 Central Avenue, Contact Robert Robinson, 201-489-7757.

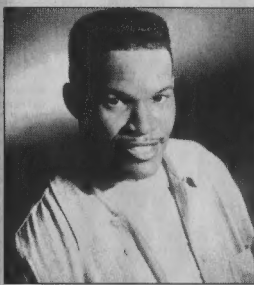
MONDAY, MAY 6

TRENTON—Statewide Million Man March.

TUESDAY, MAY 25

PATERSON—Statewide General Meeting, Summit Baptist Church, 193 Halden Avenue, Contact Brother Joe Ulmer, 201-742-0750.

Jamie Foxx in living color at Club Bené



Entertainer Jamie Foxx

SOUTH AMBOY—Jamie Foxx, one of the stars of the hit innovative comedy show *In Living Color*, will be bringing his off the wall sense of humor to the Club Bené Dinner Theatre, Sayreville, on Saturday, January 27, at 9 p.m., with an optional dinner being served at 7 p.m.

While visiting a Los Angeles comedy club on his 21st birthday, Foxx took to the stage on a dare from a friend and brought down the house with his impromptu routine. Realizing that his comedic talent could be a means to an end, Foxx auditioned for *In Living*

Color, a spot he landed out of a casting call of over 300.

The comedian not only became one of the stars on this popular series, but went on to star in his own HBO special, *Straight From the Foxhole*. It was here that he showcased his musical talents with a medley of songs including, *Mary, Mary*.

This will mark the first Foxx's first appearance at Club Bené. During his performance Foxx will showcase some cuts from his debut LP, *Peep This*, which featured 12 cuts written, produced and performed by Foxx himself. For ticket information call Club Bené at 908-727-3000.

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The Mighty Hudson, New Jersey's largest savings bank, now offers qualified applicants special low rates. With as little as 10% down, you can borrow to a maximum of \$100,000 to purchase or refinance a 1 to 4 family owner occupied dwelling in one of the counties shown in the listing below. Private mortgage insurance (PMI) is required on loans over 80% of our appraised value.

To make it even easier to gain approval, Hudson City will apply less rigid qualifying standards and lack of an established credit history will not disqualify you—provided, of course, you can prove your credit worthiness and ability to repay the debt.

To apply, phone the Mortgage Origination Department at 201-967-1900 or 609-428-2740. Your new home may be just a phone call away!

TO QUALIFY, APPLICANT'S INCOME CANNOT EXCEED THE FIGURES LISTED BELOW FOR THE COUNTY IN WHICH THE PROPERTY YOU INTEND TO PURCHASE IS LOCATED.

Bergen	\$42,160	Monmouth	\$36,320
Burlington	33,120	Morris	39,520
Camden	33,120	Ocean	36,320
Essex	39,520	Passaic	42,160
Gloucester	33,120	Somerset	43,680
Hudson	28,240	Union	39,520
Middlesex	43,680	Warren	30,880

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Business Calendar

TUESDAY, JANUARY 23
GRANFORD—Achieving Financial Independence workshop. 7:15 p.m., at Granford Public Library, 224 Walnut Ave. Admission free, seating limited. For more info call 909-632-8400.

THURSDAY, JANUARY 25
JEANER—International Business Over Breakfast. 8:30-10 a.m., sponsored by the Regional Business Partnership at the Newark Club. For more info and location call 201-242-6237.

FRIDAY, JANUARY 26
CAMDEN—Small Business Taxes. sponsored by RSDOC, \$15. For info call 609-225-6221.

CAMDEN—Starting a Consulting Practice. sponsored by RSDOC, \$15. For info call 609-225-6221.

WEDNESDAY, JANUARY 31
CRINCINNATI—MSDC Annual Awards & Reception. sponsored by the Minority Supplier Development Council. This event will be held at the Hyatt Regency. For more info call 513-679-3137.

East Orange designated as Urban Enterprise Zone

City's business community to reap Tax and economic benefits

EAST ORANGE—East Orange will soon join its neighbors Orange and Newark as an Urban Enterprise Zone (UEZ) as a result of a bill signed by Governor Whitman.

Bill A.2006/S.1842 adds East Orange, Irvington, Hillside, Pemberton, West New York, North Bergen and Guttenberg to the list of 10 municipalities throughout the state with UEZ designation.

"I am pleased the governor signed this critical piece of legislation into law," said Mayor Cooper. "Our application for an urban enterprise zone in East Orange began almost four years ago and has been a long and arduous process," he added.

Cooper said he applauded the efforts of legislators Senator Dick Codey and LeRoy J. Jones, Jr., the business community, the East Orange Chamber of Commerce and individual citizens for their unwavering support.

"East Orange is now in a better position to compete with neighboring cities with UEZs," the mayor concluded.

Senator Dick Codey said UEZ designation for the seven towns will have significant long-range benefits for both the municipalities and the state.

According to Council Chair Mark Scotland, "We now have a level (economic) playing field on which to compete. I look forward to the expansion of our existing businesses and the relocation of new businesses to East Orange."

Urban enterprise zone designation provides economic benefits to both local businesses and consumers. Qualified businesses in the enterprise zones receive tax credits when they hire a new employee, a one-time corporate tax credit, reduced utility rates, unemployment tax rebates and sales tax exemptions on building supplies.

Consumers purchasing products within an urban enterprise will pay 3 percent instead of the state's 6 percent sales tax.



Pictured (front l to r) are Second Ward Councilman Leonard Clark; East Orange Council chair Mark Scotland; Mayor Cardell Cooper; P.K. Mukherjee, owner of Ace Hardware Home Center; Irvington Mayor Sara Bost; Executive Dir. East Orange Chamber of Commerce Brian Hemphill (rear l to r) Michael Chase, Irvington Police Chief; Earl Haugbrook; Irvington Fiscal Compliance Officer; and Senator Richard Codey.

Marketing on a Shoestring

Use frequent buyer programs to build customer relationship

by Lynette R. Hawkins

"Repeat customers are often considered the best customers by retailers because you do not have to sell them again." This myth is not exactly true. Today, customers have significantly more options in retailing than several years ago.

Competition between major chains, off-price retailers, discount stores, etc. make skillful use of "Pick & Shovel Marketing," a great opportunity for independent stores.

Low cost marketing techniques can generate continuous consumer traffic and long-term relationships with your customers. One of the major opportunities small businesses have over larger retailers is their ability to personalize the selling experience and build a relationship with the customer.

Many marketers use frequent buyer programs to build a continuity offering between the customer and the retailer. Because of the frequent

changes in store personnel the size of the store and overall atmosphere of many major chains, frequent buyer programs in big retailers often lose their customer appeal.

Smaller stores have the opportunity to take relationship marketing to new heights. Personalizing frequent buyer programs and building true customer bonds are the key to successful continuity programs.

Why limit a continuity program to just a vehicle during a sale event? Why not develop a program that gets your customers to return again, and again.

Whether you are a florist, quick print shop or boutique, establishing a relationship with your customer can go a long way in seeing repeat customers stay with your location for the long haul. Personalizing the program depends on your business' customer philosophy.

Assuming you plan to deliver "excellent service at a value," the basis for your program is right there.

How you design your frequent buyer program will depend on how much you want to give away free and how long the customer is willing to wait before she is rewarded.

The cash outlay for a frequent buyer program is limited to the company's inventory. Personalizing frequent buyer programs and building true customer bonds are the key to successful continuity programs.

Why limit a continuity program to just a vehicle during a sale event? Why not develop a program that gets your customers to return again, and again.

Whether you are a florist, quick print shop or boutique, establishing a relationship with your customer can go a long way in seeing repeat customers stay with your location for the long haul. Personalizing the program depends on your business' customer philosophy.

Assuming you plan to deliver "excellent service at a value," the basis for your program is right there.

News

Continued from page 4

ex-wife of former Haitian President Jean-Claude "Baby Doc" Duvalier to repay more than \$6.5 million allegedly stolen from Haiti before the case was exiled in 1986. The Haitian government filed a lawsuit on Feb. 8, 1986, seeking the return of \$5.9 million the couple allegedly looted during Duvalier's presidency, in addition to interest collected while the case was in the courts. The New York Supreme Court ordered properties owned by Michelle Bennett Duvalier in that state as well as a bank account of over \$300,000 to be frozen. Michelle and Baby Doc fled to France on Feb. 7, 1986 and were divorced shortly after.—NEW YORK

'Honor problem'

Continued from page 4

with the possibility of live television coverage—is that as a young lawyer, Mrs. Clinton served on the staff of the House Judiciary Committee, which investigated and eventually proceeded to approve Articles of Impeachment against President Richard Nixon. Even more ironic, Mr. Safire once worked for President Nixon, and "best I can tell, it's still working" for him. Mrs. Clinton told NPR.

In the 1992 election the President's "honor" was a campaign issue. The voters decided. In 1996 it is obvious that the "H-word" will once again be a campaign fodder, this time involving even the First Lady, who—Mr.

Clinton says is indeed a virtuous, "model citizen."

What's clear to me is that when a woman is seen as competitive with men, as aggressive in the business world, and—as in the case of Mrs. Eleanor Roosevelt, wife of President Franklin Roosevelt—is a First Lady who goes beyond decorating rooms in the White House, into areas of real substance and consequence, she's going to be in for criticism.

The Clintons say that they want the facts to get out, so that the truth of their innocence and the integrity of their honor will be in plain view for all to see. We'll of course see.

Controversy

with people who cut side to the elderly.

A contingent of police arrived and many in the crowd began to get nervous. About 15 police vans, scores of squad cars, a large police communication center, two police buses and numerous media trucks surrounded the marchers. A line of police officers stood firmly in riot gear along two sections of the street and along the steps of the academy. Many of the officers encased the marchers with an orange netted barricade.

Sharpton said jokingly that the nets were needed for protection from Giuliani. Charles Baron, a long-time

Dream

Continued from page 1

Along with the very motivating speeches, those attending were entertained by a portion of Plainfield High School's Concert Chorus. The chorus, which will be going to Vienna to represent the United States this April, performed, with Christy Bright as soloist, "Arrive the Chorus," and "Martin," an original composition of the Concert Chorus. After their performance Frontiers International started off the donations with \$200, to help the students get to Vienna.

Gathered together to remember Dr. King, people attending the breakfast also took time to honor James E. West for his outstanding work in leading up a project that will bring high access of the Internet to Plainfield High School. This program, offered by AT&T Bell Labs of Plainfield and managed by the Frontiers International, Plainfield Area Club, will allow students the opportunity to broaden their learning horizon.

The education of the children, as well as the building of communities, two very important parts of Dr. King's dream, were highlighted in Dr. Levert's speech on "Fulfilling the Dream." Calling upon the people to do as much as possible with their "dear" (period between the beginning and ending of our lives), he also shared with the audience his six ideas to help improve the communities by teaching our ancestry, strengthening our families, emphasizing education, eliminating barriers of class and gender, getting politically involved, and gaining spirituality and faith.

Continued from page 1

supporter of Sharpton encouraged the marchers to stay calm. "Don't let their mobilization intimidate you" Baron exorated. "We came here to deliver a message and that's just what we're going to do! If you see any young people hold their hands, grab them right now, get tight, let's stay unified — we will not be intimidated!"

Jordan dies

Continued from page 1

secretary, in a 1984 interview. At the time of her death, Ms. Jordan was chairwoman of the Independent U.S. Commission on Immigration Reform, a nine-member panel created by Congress.

Ms. Jordan was born in Houston in 1936. She graduated with honors from Texas Southern University, where she was a member of the debating team that defeated Harvard. She studied law at Boston University.

She practiced law in Houston and got her start in politics licking stamps in the Kennedy-Johnson campaign of 1960.

"I had a law degree but no practice, so I went down to Harris County Democratic headquarters and asked them what I could do," she once recalled.

"They put me to work licking stamps and addressing envelopes. One night we went out to a church to enlist Negro voters and the woman who was supposed to speak didn't show up. I volunteered to speak in her place, and right after that, they took me off licking and addressing."

She made two unsuccessful bids for the Texas House of Representa-

tives. Then in 1966, after the Supreme Court's one-person, one-vote ruling, the Legislature divided Houston into electoral districts.

Ms. Jordan ran for the state Senate and won, and soon earned her colleagues' respect. Sen. Dorsey Hardeman first let it be known he didn't want anything to do with her, but by the end of the session was a sponsor of a resolution commending her.

Her legislative achievements included co-sponsoring the state's first minimum wage bill, sponsoring a workers' compensation bill and leading opposition to a bill intended to disenfranchise blacks and Hispanics by tightening voter registration requirements.

Her 1976 Democratic Convention speech was so remarkable, it quickly spawned rumors she might be the vice presidential nominee.

But in 1977, she announced she would not seek a fourth term.

"The longer you stay in Congress, the harder it is to leave," she said then. "I didn't want to wake up one fine sunny morning and say there is nothing else that Barbara Jordan can do."

Equal treatment

Continued from page 1

over 500 salons in NJ.

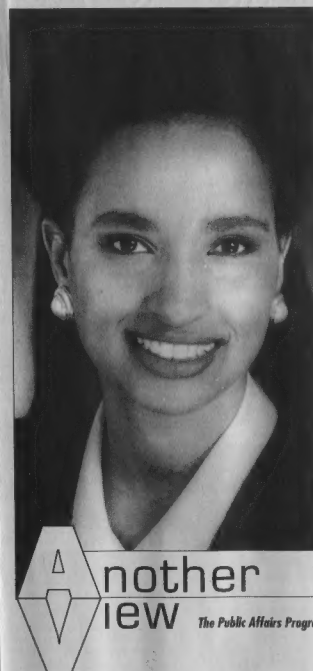
"If we purchase our products as a large unit," Bray said, "manufacturers ... until then I will listen to our complaints."

B.R.A.I.D.S. goal is to be able to distribute their products among themselves, eliminating passing the high mark-up fee to their clientele.

Bray has already contacted 300 salons across New Jersey. 98% of which he says are excited about the concept. He has waived a membership fee of \$100 until he reaches the

goal of 500.

The group plans to open beauty supply stores in every county in NJ. To date salons in Irvington, East Orange, New Brunswick and Newark (over 200) have been contacted. He is now targeting Trenton, Cherry Hill and Plainfield where his first salon - Precision Hair was located. He has already distributed literature to the salons in Asbury Park and Neptune and is confident that once the B.R.A.I.D.S. concept is closely studied, these salons will too come aboard.



Another View

The Public Affairs Program for the African American Community

Karen Smyles

Host

Tune-in every Tuesday evening at 6:30 p.m. and Sundays at 11:30 a.m.



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1996 AUTO PREVIEW



FORD TAURUS SEDAN

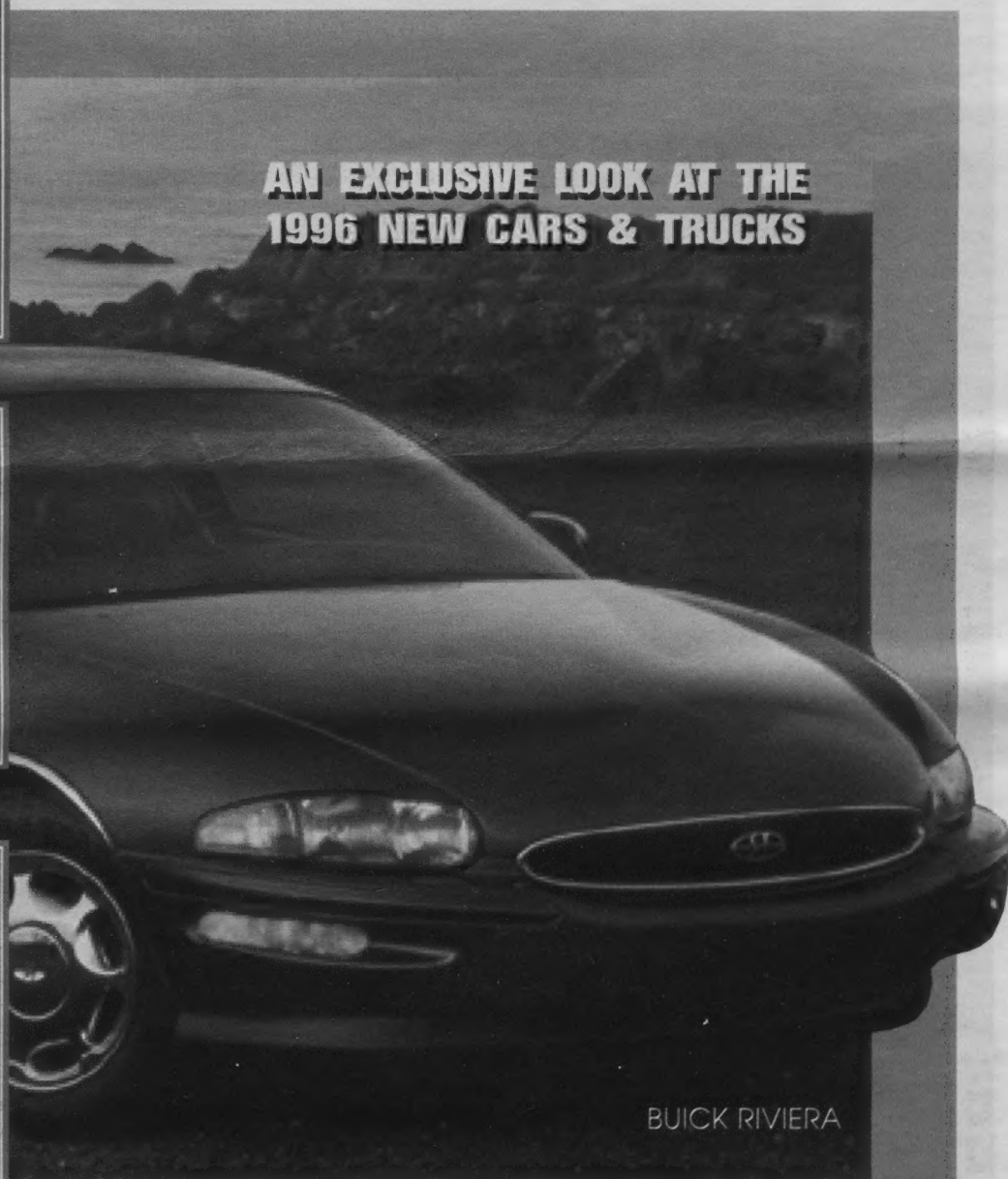


CHEVROLET IMPALA SS



JIMMY 4-DOOR

**AN EXCLUSIVE LOOK AT THE
1996 NEW CARS & TRUCKS**



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WHAT'S NEW IN 1996?

We at Amalgamated Publishers, Inc. (API) are happy to bring you our Fourth Annual Automotive Preview Supplement featuring the new models for 1996.

We have concentrated our efforts on previewing domestic models, since our recently completed research report indicates that 74% of our readers currently own or lease domestic automobiles. We will highlight what's new and important to our readers.

Ford Motor Company introduces the totally redesigned Ford Taurus and Mercury Sable. These new versions of America's best selling cars combine safety, comfort, value, convenience, and beauty.

All 1996 Ford cars come with the peace of mind of 24-hour Roadside Assistance. Ford cars also offer the safety of a standard dual air bag supplemental restraint system.

Many 1996 Ford models offer 100,000-mile engine tune-up intervals under normal driving conditions with routine fluid and filter changes.

Lincoln-Mercury Division vehicles enhance their traditionally high standard for excellence in quality, performance, technology design and safety for 1996.

The 1996 Lincoln Continental luxury sedan becomes the first car in the world to provide a high-tech personal protection system that uses global satellites to summon emergency aid to drivers.

For 1996, Buick features significant improvements in its premium compact Skylark and a more powerful supercharged engine in the luxurious Park Avenue Ultra and Riviera. Among other innovations is Personal Choice, a group of convenience and safety features that can be tailored to the preferences of two drivers and activated by a remote keyless entry button.

It's been a year since the concept of Genuine Chevrolet was introduced, and the Chevy 1996 line-up of passenger cars is solid proof that the Genuine Chevrolet theme is more than mere words. From the value packed Cavalier, Lumina and Monte Carlo to the tested and praised Corvette and Caprice, Chevrolet is doing what it takes to become America's most trusted nameplate.

GMC Truck - Two consecutive years of record sales - GMC Truck revs its 1996 product line with: New, more powerful and durable Vortec engines on all trucks and vans. The all new Savana full-size van - A new Sonoma sport truck - All new interior on the Safari mid-size van.

Well, you can see there are lots of changes and new innovations for 1996. We hope you find the vehicle of your choice amongst our wide variety of selections - Happy hunting!



ROADMASTER LTD

LINCOLN-MERCURY



MARK VIII LSC

Lincoln-Mercury Division vehicles enhance their traditionally high standard for excellence in quality, performance, technology, design and safety for 1996.

For the first time, dual air bag supplemental restraint systems are standard in every Lincoln-Mercury product. And the 1996 Lincoln Continental luxury sedan becomes the first car in the world to provide a high-tech personal protection system that uses global satellites to summon emergency aid to drivers.

SABLE

The interior reflects attention to customer desires for comfort, safety and convenience, typified by the Integrated Control Panel that puts climate-control and audio controls at the driver's fingertips.

GRAND MARQUE

There is a new four-spoke steering wheel with center horn activation, and the controls on the optional Electronic Automatic Temperature Control

system have been redesigned for easier use. The 4.6-liter V-8 engine is teamed with a smooth-shifting electronically controlled automatic transmission.

VILLAGER

New front and rear fascia and a new grille in place of the light bar give Villager a fresh look. A passenger-side air bag to supplement the safety belt joins the driver's system as standard equipment, and dual built-in children's safety seats become available. New convenience options on the seven-passenger minivan include remote keyless entry and Ford's Electronic Automatic Temperature Control system.

MOUNTAINEER

The four-door Mountaineer will have a V-8 engine and automatic transmission as part of its standard equipment. The newest Mercury product will go into production during the first half of 1996.



THUNDERBIRD LX

MARK VIII

The LSC (for Luxury Sport Coupe) becomes a full member of the sophisticated Lincoln Mark VIII line for 1996. The monochromatic LSC conveys a more nimble and quicker look. And appearances aren't deceiving: Its 4.6-liter DOHC InTech™ V-8 engine is rated at 290 horsepower, 10 more than the standard high-performance Mark VIII engine. Teamed with a revised axle ratio, the Mark VIII's V-8 gives substantially improved performance. The LSC will be available later in the model year.

LINCOLN CONTINENTAL

Four-door luxury sedan, which was completely redesigned for its introduction in January 1995, adds to its technological luster with a breakthrough in personal security—a system that uses global positioning satellites and cellular phone technology to signal for emergency aid, at the touch of one of two buttons on the overhead console. One button summons roadside assistance, the other calls for help in crime or medical emergencies.



SABLE SEDAN

Newport



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FORD

Led by the stunning all-new Taurus, the latest version of America's best-selling car for the past three years, Ford Division and Ford dealers across the country enter the 1996 model year with a lineup of outstanding models.

With its trend-setting styling, spacious interior, high-performance engines, and customer-oriented new features, the 1996 Taurus is primed to match the sensational impact of the first Taurus 10 years ago. All 1996 Ford cars come with the peace of mind of 24-hour

Roadside Assistance, which delivers tow truck and in case of a flat tire, empty gas tank or other roadside problem. Ford cars also offer the safety of a standard dual air bag supplemental restraint system. And many '96 models provide the customer convenience and savings, thanks to 100,000-mile engine tune-up intervals under normal driving conditions with routine fluid and filter changes.

MUSTANG

Features a freshened exterior with a modified grille treatment, new wheels and new taillamps. The Mustang GT

for 1996 is powered by Ford's 4.6-liter single-overhead-cam V-8 modular engine, rated at 215 horsepower. The limited-edition Mustang Cobra is powered by a double-overhead-cam variant of the 4.6-liter V-8 delivering 305 hp. The 3.8-liter engine in the V-6 Mustang has been improved to perform better and more quietly than the V-6 engine used in previous models. It turns out 150 hp. The GT and Cobra models feature Ford's all-new Passive Anti-Theft System.

CONTOUR

The five-passenger Ford Contour sedan enters its second year on the market with improvements that enhance its reputation for performance, handling and advanced technology. To increase the comfort of rear-seat passengers, the backs of the two front seats in the 1996 Contour have a scooped design, providing additional knee room. There are also five new colors. Offered in three series, Contour continues to be powered by a choice of two engines—the 170-horsepower, 2.5-liter, 24-valve DOHC Duratec V-6 or the 125-hp, 2.0-liter, 16-valve DOHC four-cylinder Zetec engine. Both engines are available in: state-of-the-art manual or automatic transmissions.

THUNDERBIRD

With styling enhancements to the front, sides and rear. With the elimination of the Super Coupe model, the focus is on the LX series, offered in a choice of two convenient "packages"—one keyed to the 3.8-liter V-6 engine, the other to the performance-oriented 4.6-liter V-8. And a new Sport Package

with 16-inch aluminum wheels and a sport-tuned suspension can be ordered for the V-8 version. Optional chrome wheels and a perimeter anti-theft alarm system also are new for 1996.

TAURUS

Interior user-friendly design elements and features include an industry-first three-way flip/fold console on six-passenger Taurus models that quickly converts from a center front seat with its own safety belts, to an armrest, to a center console with room for beverage cups, coins, audiocassettes, etc. An innovative oval-shaped Integrated Control Panel, also an industry first, puts all climate-control and audio system switches into a single easy-to-see, easy-to-reach unit.

FORD PROBE

The value-prices SE model, which shares the spotlight with the high-performance Probe GT for 1996, further broadens the market for the sporty front-wheel-drive car. Both models have technologically sophisticated multi-valve powerplants, and the 1996 seats have a more luxurious fabric that heightens their good looks and comfort. The GT's sport suspension has been revised to provide a smoother, more comfortable ride while retaining its crisp handling.



ONLY YOUR MOTHER IS MORE OBSESSED WITH YOUR SAFETY.



Ford Safety Engineers: Karin H. Przytylo, Steve Pingston, Mike Foster.

Where would we be without our mothers? They take care of us and protect us. So, we're proud to say, when it comes to safeguarding drivers, at FORD MOTOR COMPANY our maternal instinct becomes very apparent. You can feel it in our TRACTION CONTROL system. And in our ANTI-LOCK BRAKES. It's why DUAL-AIR BAGS are standard in all our cars. And why ROADSIDE ASSISTANCE is available 24 hours a day. We're also developing a Vision Enhancement System — to help drivers when "mother" nature acts up. All this might be considered obsessive. But at Ford Motor Company, we believe such commitments to safety and security will enhance the quality of all our lives. Besides, it's for your own good.*

• FORD • FORD TRUCKS •  • LINCOLN • MERCURY •

QUALITY IS JOB 1SM

*Always wear your safety belt



[STEPPING IN.]

Getting in and out of some sport utility vehicles can be an adventure in and of itself. Not so in the Jimmy from GMC Truck. Stepping in is easy thanks to the low step-in height --- achieved without sacrificing ground clearance.



[STEPPING OUT.]

If stepping in is easy, then stepping out is in a class by itself. Although underneath its elegant, aerodynamic skin lies the heart and soul of a GMC Truck, the truth is, when optionally equipped like the SLT model shown here, the 1996 Jimmy has a lot in common with a luxury car. There are available leather seating surfaces and a CD player, should you choose one. A remarkably quiet ride. And a host of other features you'd normally expect to find on higher priced vehicles. For more information, give us a call at 1-800 GMC TRUCK. Or better yet, step on over to a GMC Truck dealer and take a test drive.

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GMC
TRUCK
JIMMY
THE STRENGTH OF EXPERIENCE
Coming On Strong



SONOMA

Side-access-panel option for extended cab models; sport suspension option; sportside box option; V6 engine enhancements; OBD II across the board; five-speed transmission with 2.2-liter engine; brake/transmission shift interlock.

JIMMY

Highrider sport package for two-door; five-speed manual transmission; extensive engine improvements; integrated vehicle control module; brake/transmission shift inter lock; daytime running lamps; long-life engine coolant.

SAFARI

Completely refurbished interior with driver and passenger air bags; smaller engine cover to expand front leg and foot room; single two-sided key ignition and locking system; integral child safety seat option; under seat heat ducts for rear passengers; extensive engine enhancements; full compliance with OBD II requirements; enhanced seat belt warning system; long-life engine coolant.



YUKON 2-DOOR

SIERRA

Side-access-panel for extended cab models; new base V6 engine; reengineered 5.0-liter and 7.4-liter V8 engines; OBD II compliance; Manual and automatic transmission improvements; daytime running lamps; long-life engine coolant.

SUBURBAN

Reengineered V8 gas engines now called Vortec 5700 and Vortec 7400; OBD II compliance; automatic transmission improvements; daytime running lamps; long-life engine coolant; expanded use of quieter riding; low-rolling-resistance tires.

YUKON

Reengineered gasoline engine is now called Vortec 5700 V8; two-wheel drive now available in two-door model; OBD II compliance; manual and automatic transmission improvements; daytime running lamps; long-life engine coolant.

SAVANA

Vehicle is completely reengineered with body-on-frame construction; name change from Rally/Vandura to Savana; major revisions to five available engines; driver and passenger air bags standard; air conditioning is standard equipment; two available trim levels plus recreational vehicle conversion package; two available wheelbases; sliding and swing-out side doors available; rear hinged doors open 180 degrees; long-life engine coolant; various interior configurations with up to five rows of seats for 15 passengers; four-wheel ABS is standard equipment.

GMC TRUCK



SIERRA

BUICK

Buick features significant improvements in its premium compact Skylark and a more powerful supercharged engine in the luxurious Park Avenue Ultra and Riviera.

"For 1996, Buick continues to make its great cars even better," said Buick General Manager Edward H. Mertz. "Skylark is redesigned inside and out. Besides the additional power in the supercharged engine for Ultra and Riviera, there is also more power for LeSabre and Regal. And there are significant improvements throughout the Buick line."

SKYLARK

Buick's premium compact car, has a restyled exterior, an all-new interior, a smoother, quieter standard engine and a standard electronically controlled four-speed automatic transmission, which provides smooth, consistent shifting under a variety of driving conditions.

The exterior has a new front and rear treatment, with restyled grille, head-

lamps, parking lamps, fascia, hood and taillamps, plus revised side moldings.

The new interior includes a redesigned instrument panel, dual air bags (in place of a driver-only air bag for '95), comfortable new seats (including optional leather seats on Limited and Grand Sport) and revised door and trim panels. Skylarks feature Buick's new family of radios and new climate controls, which provide user-friendly controls and large, easy-to-read displays.

Skylark's new standard engine is a 150-horsepower 2.4-liter Twin Cam I4 that provides improved torque for better performance and smoother, quieter operation.

RIVIERA

Buick's flagship coupe, is an expressive blend of styling, performance, comfort and value. For 1996, Riviera offers an expanded range of features, including Personal Choice and the more powerful optional supercharged engine.

The new supercharged 3800 Series II V-6 delivers 240 horsepower at 5200 rpm, an increase from the previous version's 225 hp at 5000 rpm. It delivers



SKYLARK LTD COUPE

280 lb-ft of torque at 3200 rpm, up from 275 at 3200 rpm.

Riviera also features an upgraded instrument panel with real wood accents plus new climate controls and a radio which is part of Buick's new family of radios. Both use large, back-lit controls and easy-to-read graphics and displays. A dual-playback system, incorporating both a cassette deck and a CD player, is standard. Also standard are Concert Sound II speakers, a power antenna and steering-wheel-mounted radio and temperature controls.

LESABRE

Best-selling full-size car in the United States for the last three years, receives a number of improvements for 1996.

They include the 3800 Series II V-6, revised anti-lock brakes, Personal Choice features and other new convenience features.

Advanced safety features—including dual air bags, four-wheel anti-lock brakes

and the PASS-Key II theft-deterrent system—continue as standard equipment. For 1996, ABS has been updated, providing a better pedal feel and improved brake system durability. Both Custom and Limited feature the new magnetic variable-effort steering system with the Grand Touring package.

BUICK CONT ON NEXT PAGE



LESABRE CUSTOM



RIVIERA

BUICK CON'T**REGAL**

Offers improved standard 3100 V-6 engine and now the 3800 Series II V-6 as an option. Other improvements include a new engine mount system that further reduces engine noise and vibration and standard ComforTemp dual air conditioning.

Buick's expressively styled premium midsize sedan and coupe continue to offer an impressive range of standard safety and security features, including dual air bags, four-wheel anti-lock brakes and a PASS-Key II theft-deterrent system.

The electronically controlled four-speed automatic transmission is standard on all Regals. Also standard are four-wheel independent suspension and four-wheel anti-lock disc brakes. Buick continues to equip the Regal with a full range of comfort and convenience features. Standard for 1996 are cruise control, power windows, automatic power door locks and an AM-FM cassette radio.

Regal's standard air conditioning is improved for 1996 with the addition of dual ComforTemp climate control, which allows the driver and front passenger to independently adjust the temperature in their area of the car.

CENTURY

Offers a smoother, more efficient optional V-6. New standard features include power windows and a rear window defogger. Century continues to offer anti-lock brakes and a driver air bag as standard equipment. Other standard features include air conditioning, automatic power door

locks, tinted glass and an adjustable steering column. The midsize 1996 Century is available as a four-door sedan or a four-door station wagon. The sedan is available in three models, Special, Custom and Limited.

**ROADMASTER
SEDAN AND ESTATE
WAGON**

Buick's full-size rear-wheel-drive models, receive several significant improvements for 1996.

Reliability and durability have been improved with the addition of an advanced on-board diagnostic system and long-life engine coolant. Interior comfort is enhanced by a new front seat storage armrest, updated rear shoulder belts and more durable carpeting.

Standard equipment on all Roadmaster sedans and Estate Wagons is extensive, including anti-lock brakes, dual air bags, air conditioning, power windows and automatic door locks.

**PARK AVENUE ULTRA
AND PARK AVENUE**

Buick's flagship luxury sedans, have such new features as Personal Choice and, for Ultra, the new supercharged V-6.

The new supercharged 3800 Series II V-6 is standard on Ultra. Standard on Park Avenue is the naturally aspirated 3800 Series II.

The electronically controlled four-speed automatic transmission is standard on all Park Avenues.

Newly standard on Park Avenue Ultra, and optional on Park Avenue, is magnetic variable-effort power steering.

**CHRYSLER****CONCORDE LX,
LXI SEDAN**

One of the most stylish and well appointed family sedans offered. Constant refinement means the Concorde delivers a more balanced combination of luxury, performance and comfort than its rivals.

LIBERTY SEDAN

Aimed at buyers seeking innovative automotive design and practical luxury car features, blended with a high level of trend-setting design, interior comfort, performance and fuel efficiency—and attractively priced in the luxury car segment.

**TOWN & COUNTRY,
LX AND LXI MINI-
VANS**

Is the ultimate minivan, and the perfect answer for buyers who need more space and utility in a vehicle without sacrificing any luxury car features.

**SEBRING LX,
JXi CONVERTIBLE**

The Sebring JX and JXi Convertible are expected to set the industry standard in style, interior room, safety and value. The Sebring Convertible, combines the fun of open-air driving with the interior space and convenience required by many one-vehicle owners.

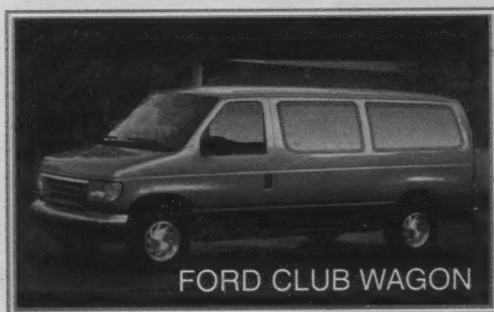
**SEBRING LX,
LXI COUPE**

The recently introduced Chrysler Sebring creates a new class of coupe by seating four adults in comfort while retaining a sport demeanor desired by buyers in this segment.

**CYPRESS LX,
LXI SEDAN**

Became the benchmark design and value leader in a class dominated by Japanese brands in terms of sales and image.

"VAN RECREATIONAL & LIGHT TRUCK ROUND-UP"



FORD CLUB WAGON



SAFARI



SONOMA



BLAZER 4WD 4-DOOR LS

CHEVROLET

CORVETTE

New Grand Sport and Collector Edition models. The former comes equipped with the new LT4 engine; the latter boasts Sebring Silver paint and other amenities. Both models help celebrate the final year of the Corvette current design life cycle. The new LT4 V8 engine is pure automotive adrenaline, with 330 hp @5800 RPM, a 10 percent improvement over its predecessor, the LT1.

CAPRICE CLASSIC

This full-size car remains a luxurious "reward," a value you can always depend on. Standard features include a powerful 4.3 Liter V8 engine, interior room for six, spacious trunk and full-frame construction, for that "down-the-boulevard-on-Sunday ride." Other features that make Caprice Classic one of the best full-size value in America include dual air bags, ABS and standard comfort features like air conditioning and an AM/FM stereo. Again for 1996, a special Caprice Value Package brings together the options desired by most Caprice Classic buyers at one low price.

CORSICA

If you want an affordable, peace-of-mind sedan, Corsica is for you. For '96, Corsica offers ABS, a spirited 2.2 Liter engine and plenty of passenger room. Other standard features include air conditioning, power front disc/rear drum brakes, 3-speed automatic transmission and AM/FM stereo. Corsica offers two Special Value Packages that will bring together the options desired by most Corsica buyers at one low price.

BERETTA

Chevy Beretta is still one of America's most affordable coupes. Key features include sporty style, affordability,

standard ABS and a driver-side air bag. A responsive 3100 SFI V6 is the standard

powerplant under the hood of Beretta Z26.

Several Beretta Special Value Packages bring together the options desired by most Beretta buyers at one low price.

BLAZER

A refined Vortec 4300 V6 engine, coupled with either an all-new, easy shifting 5-speed manual transmission or a 4-speed electronically controlled automatic transmission, supplies power for the Chevy Blazer '96.

ASTRO

Highlighting the new interior are features such as updated seats, a revised, more ergonomic instrument panel and redesigned door trim panels. The Astro, also includes a locking glove box, integrated heat ducts for rear-passenger comfort and an optional electronic overhead console

TAHOE

New interior features include a convenient center-armrest storage compartment on uplevel bench seats, new adjustable D-rings for front-passenger shoulder safety belt comfort and new rear-seat heat ducts.

S-SERIES PICKUP

Sees a new exterior look for '96 with the introduction of five new paint colors, including Medium Blue Metallic, Onyx Black, Emerald Green Metallic, Summit White, and Light Autumnwood Metallic.

SUBURBAN

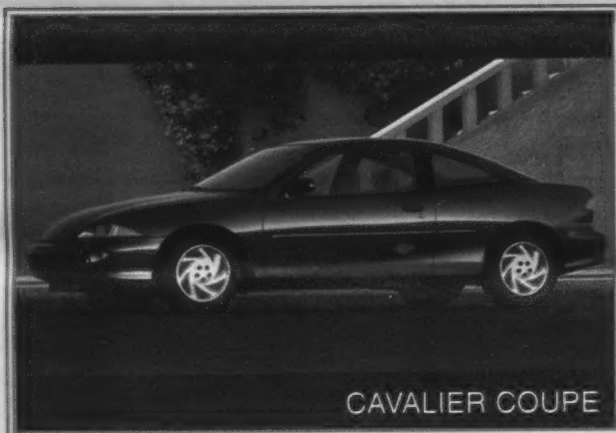
A new illuminated entry feature keeps the interior lights on for a timed interval after the last door is closed. New center-armrest storage compartments are included with uplevel bench seats, and new adjustable D-rings make the front-seat shoulder safety belts more comfortable for the driver and front passenger.

CHEVROLET CON'T ON NEXT PAGE

CHEVROLET **CON'T**

CAVALIER

Offers more than ever with features like the new 2.4 Liter "Twin-Cam" SFI engine, standard in Z24 Coupe, and available in LS Sedan and Convertible. Inside, Cavalier boasts a spacious interior. Standard safety features include standard dual air bags, new Daytime Running Lamps and a four-wheel anti-lock brake system. Handling is impressive, thanks to a "progressive ride" suspension system and a torque-axis mounting system, which minimizes engine vibration. All in all, the Cavalier for 1996 is stylish, affordable and a terrific value.



CAVALIER COUPE

LUMINA

Well-equipped sedan built to impressive standards, and is affordably priced. A value leader in the mid-size segment, Lumina features include a powerful 3100 V6 engine and more interior room than any Toyota Camry or Honda Accord sedan. Dual air bags, PASS-Key II theft-deterrent system, air conditioning and power door locks are all included on Lumina as standard equipment. And Lumina options include such features as dual-

zone temperature controls and steering wheel mounted radio controls which are usually found on more expensive vehicles.

IMPALA SS

This full-size Chevy is for those who like plenty of sass and skedaddle with their motoring. It packs a Corvette-inspired LT1 V8 engine with 260 eager horses. The look is mean and clean, with body-color grille, black taillight moldings and body-color wheel opening moldings, door handles and rocker moldings.

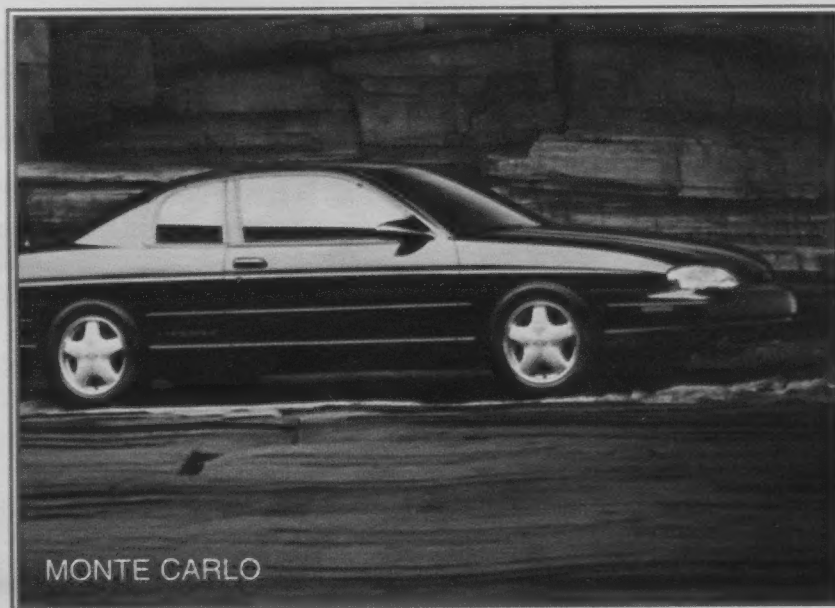
MONTE CARLO

Interior designed to deliver comfort levels one would expect in more expensive coupes. New for 1996 are radio controls on the steering wheel, standard on Z34, optional on LS. Monte Carlo is ideal for drivers who want luxury and performance at a modest price. The performance-oriented Monte Carlo Z34 will have strong appeal to male buyers who will appreciate the refinements and additional performance of Z34's 3.4

Liter DOHC V6. Monte Carlo protects its driver and passengers with a comprehensive safety package, including ABS, new four-wheel disc brakes, front and rear crush zones, dual air bags and more—all at an affordable price.

CAMARO

Want a fun, sleek, sophisticated sports car that you can realistically own?



MONTE CARLO

You just talked yourself into a Chevy Camaro. A new, more powerful standard engine, the 3800 V6 engine lurks under the hood in Camaro Coupe and Convertible, while a big 5.7 Liter V8 returns for applause in Z28 Coupe and Z28 Convertible. A new 2nd-gear select switch (V6 with automatic transmission only) permits 2nd-gear starts for improved launch on slippery surfaces. Available

T-Tops are a low-cost alternative to convertible models.

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CAMARO COUPE

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It'll Remind You To Check Your Oil, But It Won't Check It For You.

(It's Thoughtful; It's Not Co-Dependent.)

The Chevy Cavalier was thoughtfully engineered to make your life easier, to be a car you can trust. For instance? When you're low on oil, a warning light reminds you.* A new onboard diagnostic computer can detect emission system problems before they seriously affect performance. Its standard theft-deterrent system still watches out for you, even if you don't lock your

car. And if that's not thoughtful enough, there are options like a Remote Keyless Entry system that'll unlock your doors, or electronic traction control that'll improve your car's grip on slippery surfaces. Heck, if it were any more helpful and ingenious it would do your driving for you. But that wouldn't be any fun, would it? That's why it's a Genuine Chevrolet.

CAVALIER  GENUINE CHEVROLET®



“Because of the
Quality Care Standards,
taking care
of a customer
is more than just
fixing a car.

It's about listening.

It's about communication.

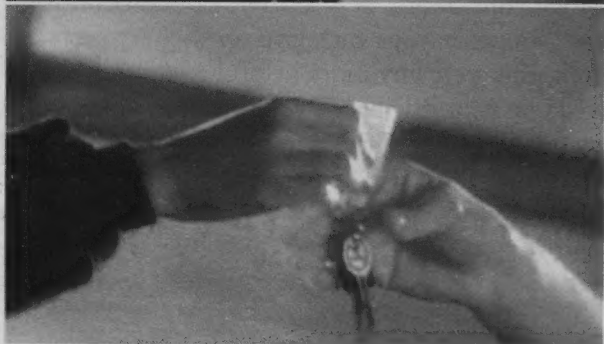
It's about getting the customer
more involved.

You have to ask the right questions...

You have to let them know
that you're committed.

We want to keep
a customer for life.”

Lisa Landry
Service Manager



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LINCOLN
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